

Appl. No. 10/022,640
Amdt. dated November 20, 2003
Reply to Office Action of August 28, 2003

Amendments to the Specification:

Page 3, last paragraph and page 4, first incomplete paragraph substitute:

—In some industries, these labels must be applied to products made of certain low surface energy materials, or materials that excrete plasticizers and oils, or very coarse materials with deep pores. Examples include plastic containers, tire treads and carpet backing. For those products, typically labels are made with adhesives that flow into the products' surface pores and are chemically resistant to plasticizers and oils. In the case of labels applied to rubber tires, usually. Usually such an adhesive has a rubber base that enables it to adhere well to the treads of rubber tires and to other surfaces as well, but the rubber also allows the adhesive to flow at ambient temperatures, ~~absent compressive force~~. Adhesive flow at ambient temperature and ~~absent compressive force~~ is called defined herein as "cold flow", and an adhesive exhibiting such characteristics is sometimes hereinafter referred to as a "cold flow adhesive". An undesirable consequence of cold flow is that the adhesive exudes beyond the ends of the labels and becomes exposed on the web in the regions between successive labels. Then, when wound into a roll, the compressive force exerted on the labels of the convolutions, particularly the inner convolutions, intensifies the extrusion of the adhesive beyond the ends of the labels. Some adhesive may also exude from the sides of the labels. As a consequence, the exposed adhesive tends to bond the convolutions together and disrupt withdrawal of the liner and its labels from the roll. Just as

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detrimental, the exposed adhesive transfers to the rollers of print and apply machines, causing the liner and labels to wrap around the rollers and jam the machine. The exposed adhesive can also coat print heads and disrupt their operation.--